

ANNUAL REPORT

2017 - 18



PRAJA SEVA SAMAJ (PSS)

#14-225-4F, Vysya Bank Colony,

KADIRI – 515 591, Anantapur Dist., A.P.

PrajaSevaSamaj (PSS) is a non-governmental, non-profitable, non-political, secular rural developmental Civil Service Society, working in semi-arid Rayalaseema region in Andhra Pradesh. Founded in 1990. The Society is committed to promote sustainable, equitable and constructive development for rural needy, poor and disadvantaged communities. The PSS also initiated efforts in various inter-related spheres such as Education, Livelihoods, Natural Resources, Health, Women Empowerment and Social Justice. PrajaSevaSamaj is registered under the Indian Societies Registration Act XXI of 1860 with its No.181/1990 and it is also registered under Foreign Contribution Regulation Act (FCRA) of 1976 bearing No: 01020075 during the year 1991. The Civil Service Society has its jurisdiction by covering the States of Andhra Pradesh, Karnakata, Maharashtra and Orissa. Presently it is confined to work in Andhra Pradesh only. Now the developmental activities have been taken up in Kadiri, N.P. Kunta, Tanakal, Amadagur, Talupula, Gandlapenta, ODC and NallacheruvuMandals of Ananthapuramu District.

Our efforts are thus focused around the following **Core Competencies**

- Child Centred Community Development
- Promoting self-sustainable community based institutions
- Participatory and process oriented implementation for poverty reduction programmes
- Capacity building to build human resource network
- Empowerment of Youth
- Promotion of Child Rights, Quality Education, Health and Livelihood Enhancement
- Soil & Water Conservation and Sustainable Agriculture Development.
- Networking with development organizations and government

PRESENT FUNDING PARTNERS

S. No.	Title of the Project	Nature of the Project	Donor Agency	Project Duration
1.	Child Sponsorship Programme	Child Centred Community Development Programme	ChildFund	1996 to till-to-date
2.	CHILDLINE District Sub-Centre	To attend children in need of care and protection linking through long-term services for their care and rehabilitation	Ministry of Women & Child Development, Government of India, New Delhi.	2010 to till-to-date
3.	SBM - Gramin	Construction of IHHLs under SBM – Gramin	Govt. of Andhra Pradesh	2016 to till-to-date

Programmes through ChildFund India- Kadiri Project

Since 1996, the project has been implementing Child Sponsorship Programme with a series of interventions aimed at providing opportunities for survival, protection and development of all the targeted children. The ChildFund project covers 32 villages in KadiriMandal of Ananthapuramu District. Right now, the project is serving 961 children and their families directly and indirectly serving 2872 families.

ChildFund exists to help deprived, excluded, and vulnerable children have the capacity to become young adults, parents, and leaders who bring lasting and positive change in their communities and promote societies whose individuals and institutions participate in valuing, protecting, and advancing the worth and rights of children. Organization empowers children to

thrive throughout all stages of life and become leaders of enduring change. Project helps children from birth to young adulthood. Program Model approaches are



ARSH & Community WASH

- Conducted baseline assessment on Reproductive and Sexual Health among young people by engaging resource agency for understanding the knowledge among various stakeholders on ARSH & WASH. It is revealed that, knowledge levels of the adolescent girls, boys, key stakeholders and community are good in terms of knowledge on child marriages, anemia and consequences, hygiene, etc.,
- Organized 12 sessions on Menstrual Hygiene and management to Adolescent Girls. Shared about menstruation, menstrual cycle, menstrual hygiene, and management of menstruation.
- Conducted 4 trainings about lifeskill education on ARSH to Lifestage II & III adolescents. Sensitized on healthy life style, health & hygiene, reproductive health & rights, HIV / AIDS, etc.,
- Selected and appointed 2 peer educators within the community to sensitize adolescent girls, parents, caregivers and community on health, hygiene, menstrual management, nutrition.
- As a follow-up of previous year activities, and in view of the unhygienic practices among adolescents during menstruation and promotion of hygienic practices among adolescent girls, project distributing sanitary napkins on 25 % cost and kept at villages. The adolescent girls and some of the women also habituated to usage of sanitary napkins.
- Conducted anaemia detection camp to adolescent girls. Conducted anemia tests to 243 girls. Educated the adolescent girls on their HB Percentage.



Identified 120 anaemic & severe anaemic adolescent girls and distributed iron, multi vitamin syrups to overcome anaemic condition.

- Organized gynec camp to adolescent girls and women. A total of 19 members 31 undergone treatment. Distributed medicines to women and make regular follow-up

Conducted meeting with enrolled adolescent girls studying in hostels. A total of 51 girls participated. Shared about Adolescent Reproductive Health, Menstruation, Menstrual Hygiene & Management, Nutritious food, Child Marriages and ill-effects, Anemia, effects and preventive measures, Early pregnancies and consequences, HIV / AIDS.

- Organized various meetings to community on child marriages, consequences, anemia, preventive measures, early pregnancy, nutrition and sanitation.
- Executed pictorial wall writings on WASH for easy understanding and dissemination of message to community
- Distributed hygienic kit to 300 enrolled families to promote habit of personal hygiene. Provided tooth brushes, tooth paste, nail cutter, coconut oil, soaps, soap box, comb, towels, napkins, etc.,
- Distributed mosquito nets to 68 enrolled families to protect themselves from mosquito bites and mosquito caused diseases.



Buildings Basic Skills (BBS) & SMART Schools

- Organized School Literacy Program in 4 government schools. Selection of children in coordination with teachers, who are in academically backward. Selected Volunteers, Orientation on BBS model, execution of BBS model in government schools. Enhanced literacy, numeracy skills among children through implementation of activity based learning methodologies. Enhanced age-appropriate, class-appropriate academic standards among children



- Conducted Mandal level TLM mela by participation of children and teachers of government schools. Intimated to all teachers working in government school of project are. Arranged stalls for each school to display their TLMs. Project intimated to other schools through MEO to visit the TLM mela with their children. Children with the support of teachers demonstrated their TLMs and explained in detailed. Nearly about 800 children and teachers visited the TLM mela and impressed a lot.



- Organized Triple-a-Thon event at project level. Motivated children to participate in reading, writing & story telling activities. Children shared stories by seeing cards and explained to peers. Children read and write contents of stories through using hints / clues. Conducted competitions on story telling, essay writing, elocution. Distributed consolation prizes to all children



Project distributed scholarship to 43 girls to encourage and promote girl child education. Project selected needy children who are continuing education and distributed scholarship.



- Established 2 Child Resource Centres and equipped the CRC with study material, moral story books and indoor and outdoor play material, science lab material. The children are accessing different types of material and sports material for overall development.

- Implemented Mobile Library Program in 2 project locations of Kadiri&Anantapur. Inaugurated the Mobile Library Van by Officers. Kept the books related to moral stories, historical and folk stories, education, health, personality development, English Grammer, etc., Mobile Library is kept one day / two days in one location to access all the children and elders in the village. Children from schools are utilizing the library material, audio-visual DVDs for understanding the contents.



- SMART School are implementing as pilot basis in Selected 5 schools (1 Primary and 4 High Schools). Selected volunteers for implementing digital teaching and library maintenance. Equipped digital library set-up by installation of LED TV, Computer with table, Invertor, Batteries, Home theatre, Color printer, Internet facility, Book shelves, 1680 varieties of library books, reading tables & benches, DVDs on academic, creativity, moral stories, science experiments, leadership & life skills. Executed curricular and co-curricular based wall writings in and around SMART class room.



కూలీ బడ్డలకు దృశ్య శ్రవణ విద్య



డిజిటల్ తరగతులను వీక్షిస్తున్న విద్యార్థులు

నూనీటుడే. కదిరి

విద్యారంగంలో కాన్సెప్ట్... ఈ టెక్నీ... ఈ లెర్నింగ్ అంటూ ప్రవేటు, కార్ని రేటు విద్యా సంస్థలు తల్లిదండ్రుల నుంచి రూ.వేలు, రూ.లక్షలు దండు కుంటున్నాయి. దేశమంతా డిజిటల్ మంత్రమే జుడిస్తోంది. ప్రభుత్వ, ప్రవేటు రంగాల కార్యకలాపాలు సాంకేతికతతో ముడిపడుతున్నాయి. అందులో భాగంగా రేపటి పౌరులకు డిజిటల్ విద్యను అందించాలని ప్రభుత్వం భావిస్తోంది. అయినా కదిరి లాంటి గ్రామీణ ప్రాంతాల్లో ప్రభుత్వ ప్రయవేటు పాఠశాలల్లో డిజిటల్, ఈ లెర్నింగ్ విధానం అమలులోకి రాలేదు. అయితే ప్రజాసేవాసమాజ్ సంస్థ ఛైల్డ్ ఫండ్ ఇండియా సహకారంతో గ్రామీణ పేద విద్యార్థులకు డిజిటల్ విద్యను అందుబాటులోకి తీసుకొచ్చింది. ప్రాథమిక విద్య పునాదులు బలంగా ఉండాలన్న సందర్భంలో గత కొన్నేళ్లుగా పీఎస్ఎస్ సంస్థ సులువుగా అర్జమయ్యే టోడనతో ప్రమాణాలు పెంపొందించే గుణాత్మక విద్యావిధానాన్ని అమలు చేస్తోంది. కదిరి మండలంలో డిజిటల్ విద్యను ప్రవేశపెట్టి ఈ లెర్నింగ్ తరగతులను నిర్వహిస్తూ గ్రామీణులైన కూలీ బిడ్డలకు కంప్యూటర్ విద్యను అందుబాటులోకి తెచ్చింది.

ఒక్కో పాఠశాలకు రూ.3.50 లక్షల బోధన పరికరాలు
 డిజిటల్ సదుపాయంతో ఈ లెర్నింగ్ కు అవసరమైన రూ.3.50లక్షల విలువైన పరికరాలను ఛైల్డ్ ఫండ్ ఇండియా సహకారంతో పీఎస్ఎస్ సమకూర్చింది.

సామర్థ్యాలను పెంచే ఆత్మవిశ్వాసం

తరగతులకు తగిన సామర్థ్యాలను పెంపొందించే ఆత్మవిశ్వాసాన్ని డిజిటల్, ఈ లెర్నింగ్ ద్వారా విద్యార్థులు పొందుతున్నారు. ఛైల్డ్ ఫండ్ సహకారంతో జిల్లాలో విద్యావిధానంలో నూతన ఒరవడిని తీసుకొచ్చారు. కదిరి మండలంలో ఐదు పాఠశాలలను ఐదుకు ఎంపిక చేశారు. కొండమనాయని సారెం, సున్నపుగుట్టతండా, కుమ్మరవాండ్లపల్లి, కె.బ్రాహ్మణపల్లి, యరకొట్టి పాఠశాలల్లో డిజిటల్ తరగతులను ఏర్పాటు చేశారు. ఆ ఐదు పాఠశాలల్లో ఒకటి తరగతి నుంచి వరకు 584 విద్యార్థులకు డిజిటల్ తరగతుల నిర్వహణతో ఈ లెర్నింగ్ పాఠశాలను అందిస్తోంది. ప్రత్యక్షంగా బోధనను చూసి, చేసి నేర్చుకోని తరగతికి తగిన అభ్యసన స్థాయిని, సామర్థ్యాన్ని పెంపొందించి ఆత్మవిశ్వాసంతో వారు ఉన్నత మెరుగైన పలితాలు సాధించే లక్ష్యంతో పనిచేస్తున్నారు.

విద్యార్థులను భాగస్వామ్యం చేసే బోధన

డిజిటల్, ఈ లెర్నింగ్ పాఠశాలతో ఆకర్షించి విద్యార్థులు భాగస్వాములయ్యేలా కృషి చేస్తున్నారు. పాఠ్యాంశాలతో పాటు జీవన నైపుణ్యాలు, వ్యక్తిత్వ వికాసానికి సంబంధించిన సీడీలను ప్రదర్శిస్తున్నారు. పిల్లలను ఉత్తేజపరిచే అంశాలతో కూడిన డీవీడీలను పాఠశాలలకు అందించారు. స్వజననం వెలికితీసేలా బంకముల్లి, కాగిలాలతో బొమ్మల తయారీని చేయిస్తున్నారు. ఇంప్రజాతలం (మ్యూజిక్) ఎలా చేస్తారో తల్లిరు బిస్తున్నారు. వీటితో పాటు డిజిటల్ తరగతులను ఉపాధ్యాయుడికి ఉపాధ్యాయుడి ద్వారా పిల్లలకు బోధించటం, విద్యార్థుల విద్యార్థులకు పాఠ్యాంశాలను వివరించటం వంటివి పోషిస్తున్నారు.



ఈ లెర్నింగ్ బోధన

- డిజిటల్ తరగతులకు ఛైల్డ్ ఫండ్ సహకారం
- ప్రజాసేవా సమాజ్ తో ఈ లెర్నింగ్ పాఠశాల
- ఐదు పాఠశాలల్లో 584 మందికి ఉపయక్తం

ఒక్కో పాఠశాలకు ఒక్కో టెలివిజన్, కంప్యూటర్, ఇన్స్టర్, బ్యాటరీలు, బల్బులు, కుర్చీలతో పాటు ఇంటర్నెట్ సదుపాయం, వీరువా, టోడనకు అవసరమైన 400 వస్తుకాలు సమకూర్చారు. వీటితో పాటు విద్యార్థుల్లో ఆసక్తిని పెంచి అవగాహన పొందేలా గోడలపై రాతలు, బొమ్మలు గీయించారు. డిజిటల్ తరగతుల బోధనకు ప్రజాసేవాసమాజ్ సంస్థ ద్వారా విద్యార్థులందరినీ ఏర్పాటు చేశారు. వలంబీరు ఈ లెర్నింగ్ తరగతులను బోధించటంతో పాటు డిజిటల్ పరికరాల నిర్వహణ బాధ్యతలను చూసుకుంటారు. లోపాలను సవరించుకుని సక్రమంగా తరగతులను కొనసాగించేలా చూస్తారు. ఇలా ప్రతి పాఠశాలకు ఒక వలంబీరును సంస్థ ఏర్పాటు చేసింది.



గోడలపై బొమ్మలు, తిలకిస్తున్న ఛైల్డ్ ఫండ్ ఇండియా ప్రతినిధులు

విస్తృతానికి కృషి

ప్రయోగాత్మకంగా ఈయెడు ఐదు పాఠశాలల్లో డిజిటల్ విద్యను ఛైల్డ్ ఫండ్ ఇండియా సహకారంతో ప్రారంభించారు. విద్యార్థులు, ఉపాధ్యాయుల్లో ఆసక్తి కనిపిస్తోంది. ఈసారి వచ్చే పలితాలను బట్టి కదిరి మండలంలో మరిన్ని పాఠశాలల్లో అమలుకు కృషి చేస్తారు. తల్లిదండ్రులు, ఉపాధ్యాయులు, మేధావుల సహకారంతో ముందుకెళ్తారు. విద్యార్థులు ఎవరూ ప్రవేటు విద్యవైపు చూడకుండా ఉండేలా డిజిటల్ విధానం ప్రభుత్వ పాఠశాలల్లో అమలుకు ఛైల్డ్ ఫండ్ ఇండియాను కోరారు.



- శ్రీనివాసనాయుడు, సమన్వయకర్త, ప్రజాసేవాసమాజ్

త్వరగా నేర్చుకుంటున్నాం

టెలివిజన్ ప్రసార తరగతులకు ముందు పాఠ్యాంశాలు నేర్చుకోవాలంటే ఎక్కువ సమయం పట్టేది. ఆ అంశాలను తొందరగా మరిచిపోయే వాళ్లం. ప్రస్తుతం ఆ ఇబ్బంది తప్పింది. పాఠ్యాంశాలు దృశ్యరూపంలో కళ్ల ముందు కనిపిస్తున్నాయి. డింకో ఎక్కువ కాలం గుర్తు పెట్టుకునే అవకాశం దొరికింది. డింకి తోడు పాఠ్యాంశాల్లో లేని ఎన్నో విషయాలను టెలివిజన్ ద్వారా తెలుసుకుంటున్నాం. కొత్త విషయాలపై అవగాహన పెరుగుతోంది.

- మౌనిక, జగదీష్, బిడోతరగతి



ఆసక్తి పెరిగింది

డిజిటల్, ఈ లెర్నింగ్ వంటి సాంకేతిక మేళవించు తరగతుల నిర్వహణతో తల్లిదండ్రులు ఆసక్తి చూపుతున్నారు. ఇప్పుడే మా పిల్లలను వచ్చే సంవత్సరం మీ పాఠశాలకే పంపుతామంటూ అడుగుతున్నారు. విద్యార్థుల్లోనూ ఎంతో మార్పు కనిపిస్తోంది. దృశ్య, శ్రవణ కావటంతో విద్యార్థుల్లో చురుకుదనం, ఏకాగ్రత పెరిగింది. కథలు, పద్యాలు ముచ్చట గొలిపేలా పిల్లలు చెబుతున్నారు. డిజిటల్ విద్యను పాఠశాల కల్పించిన ప్రజాసేవా సమాజ్ సంస్థకు ధన్యవాదాలు.

- శ్రీనివాసులు, ప్రధానోపాధ్యాయుడు



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Youth Led Project

- Developed village assessment questionnaire, oriented youth on the format and engaged youth in survey. Youth members assessed schools, AWCs, village and identified problems / gaps and resources. The identified problems are transformers without fencing, road problems, non-availability of safe drinking facility in AWCs and schools, lack of materials at Schools, AWCs, play ground levelling at schools, sanitation problems, etc., Engaged youth members in addressing the issues with the support of project and PRI members.
- Strengthening 6 youth clubs through monthly meetings and training. The group members are active in village development programs. Organized Youth Club Federation Meeting, where all the youth collective members shared their experiences to other youth collectives on problems identification, resource mobilization and problem solving.
- Youth collectives are engaged themselves in civic activities such as plantation, bleaching, applying sand on water stagnate places, cleaning of garbage, bushes removal beside roads, renovation of road, present role play on Child marriages and consequences, etc.,
- Selected 30 needy enrolled youth, who are attaining higher and technical education and extended scholarship support to them for continuation of their education without interruption.
- Youth resource centres are equipped with sufficient material and youth are best utilizing the YRC services for their overall development.
- Extended financial support for Income Generating Activities for 20 needy vulnerable enrolled families (orphan / semi-orphan)
- Conducted Orientation to youth on understanding the issues and planning & designing & implementation through PRA techniques by covering 50 youth. Shared about importance of the training, PRA techniques i.e. Village mapping, VENN Diagram, transact walk, etc., youth prepared problems in Group works and presentation by youth
- Conducted competitions like kho-kho, kabaddi, running race, jumping, thokkudubilla, etc., to adolescent girls. They have participated actively in the competitions.
- Conducted 4 meetings with youth and adults at village level . Interacted with community on village needs. Community members shared about problems and needs in the community. Project staff explained about available resources and sources for addressing the issues.



- Conducted personality development training to youth. Engaged resource person – Psychologist. Resource person shared about how personality considers 70% heredity and 30% environment, Big five theory, 8 tips to be successive, Life skills. Youth analysed how the tips will be helpful for self-development



Observation of Annual Youth Day was organized at project level. Vivekananda quotes displayed in training hall. Youth read the quotes and shared about their inspiration, Swamy Vivekananda life history, how his speeches attracted youth, etc., Youth group members shared their success stories each other. Youth explored special talents in cultural program.



- Conducted youth festival in village and project levels. Youth participated and performed dances, role plays, speech, drawing competition, special talents exhibition. Youth spent time happily. Project distributed prizes to all the participants.



- Nethaji Youth Group Members of EguvaPalli village identified road problem to A. KothaPalli, Remote village. The adolescent girls and elders are facing a problem to pass through the road during nights and rainy times. Youth Group Members met with adults and PRI members. Represented the issue to project. Youth group members in consultation with community and PRI support, laid 1 Km. road to reach the village. The same was documented through video and submitted to ChildFund.

Community Based Child Protection

- Organized training to SMC members and peer educators and sensitized about child rights, child protection, child protection systems and mechanisms
- Organized Child Rights Week camps at 10 clusters and project level through observing rallies, human chain and public meetings. children aware on child rights and how to protect themselves from child rights violations and reporting mechanism
- Organized Capacity building to 100 children & youth on child rights to protection, child protection systems and mechanisms, advocacy planning and required skills for the execution of the same
- Conducted capacity building sessions to parents and caregivers on positive/responsive



parenting and follow-up meeting. Parents aware on positive parental care practices and influences of bad parental practices among children.

- Identified 10 ANEV children and extended financial support for educational needs.
- Formed child protection committees in 4 clusters with membership of Sarpanch, Village Police, School Head Master, Village Secretary, Ward Member, ANM, AWW, youth, VO members, village leaders, etc., Sensitized on importance of Child Protection Committees, roles & responsibilities of members and need to promote child friendly villages.
- Organized awareness generation campaigns on child protection through street plays. Selected cultural team, developed script on theme and organized 6 programs at villages by covering female foeticide, gender discrimination, importance of girl child education and retention.



Sponsor Relations

- Organized 10 sessions at cluster level to enrolled children on creative drawings and sensitized on SR Procedures, Quality letter writings, how to write simple drawings, how to incorporate drawings in letters
- Conducted awareness programs at cluster level covering 546 parents and educated on Sponsor Relations and Procedures, importance of participation, communication between child and sponsor
- Organized sponsor's day celebrations by covering 402 enrolled children. Shared about sponsorship and effective communication to retain sponsors. Cake cutting was done by shouting Happy Sponsor's Day. The children commemorated about their sponsor, communication, support, etc.,
- Conducted quarterly meetings of Project Management Committee (PMC) and discussed about Plans & Budget and roles & responsibilities of PMC members in the project, Participation and implementation of activities, identification of needy families and report to the project, active role in program planning, execution and monitoring.
- Identified 48 children and families suffering with severe health problem and extended support for further treatment and recovery.
- Distributed 2 blankets to 50 enrolled children to resist from cold as a direct support program.
- Conducted Child Verification Process to all enrolled children to know about child presence, health, education and participation.



Special Project – WASH

WASH program implemented in 2 Panchayats of K. KummaravandlaPalli&EguvaPalliPanchayats of Kadiri Rural Mandal with the support of ChildFund India.

The intervention directly benefit to 254 enrolled children and 3800 population in K. KummaravandlaPalli&EguvaPalliPanchayats.

In addition to community water supply, the project also provided safe drinking water for three schools in these two locations. 298 children in M.P.P. School, BalappagariPalli Quarters, EguvaPalli and SunnapuguttaThanda are directly impacted through this project.

Key Highlights of project achievement

- a. Established RO water plant in 2 Panchayats by serving about 5000 population in general and 254 enrolled children and families particularly. Before establishment of RO water plant, the village community drinking water having 2000TDH in both panchayats. By establishing RO water plant in 2 panchayats, now, the TDH rate gone drastically down and the present TDH in water in K. KummaravandlaPalli is 30TDH and EguvaPalli is 10TDH.
- b. Facilitated school children avail sanitation facilities at school itself by constructing toilets in 3 government schools for boy and girl children separately. Due to non-availability of sanitation facilities, girl children suffering during menstruation in turn it impacts negatively on school attendance. Now all children can avail sanitation facilities and lead healthy life.
- c. Distributed hygienic kit, mosquito net and water cans to enrolled families to promote healthy hygienic practices.
- d. Executed wall writing and printed posters on Water, Sanitation & Hygienic for easy dissemination of message to community to enhance practice in place
- e. Constructed 15 toilets to enrolled families to eradicate open defecation and promote daily bathing habits.





Anantapur Project

PSS got sanctioned of additional project of ChildFund – Anantapur in FY 2017-18. The ChildFund project covers 10 villages in Anantapur, Kudeirand Mandal of Ananthapuramu District.

Life Stage II - Education

GOAL

Ensure High Academic performance and Confidence among the children

OBJECTIVES

- Increase learning level among children
- School equipped with required infrastructure
- Children attending the school regularly
- Community actively participating in education program
- Parents are sending girl children to school to give them the Right to Education

As a part of achieving the set goal to ensure that the Children ensure High Academic Performance and build confidence among the children, different activities are planned under this sector.

- Distributed education material to LS2 & LS3 Enrolled children. Encourage the children for education through provision of educational needs. Educational material consisting of Notebooks, Pens, Geometry box and Writing pads have been distributed to school going enrolled children.
- Provision of Hostel Bed kit (3x6 Bed & Pillow set) to the enrolled children studying in hostels. Most of our enrolled children are studying in boarding school. Project decided to provide support for the boarding children through giving hostel bed kit consisting of Bed, pillow and bed sheet has been provided to enrolled children. They are using the bed kit in the hostel.
- District Level Child Rights Week Celebration. This program was helpful for the children to know about their rights and what are they for to them. Mainly the day's topic was about the child rights and Marriage. They come to know about their way to school and values of their studies. The Act of child labour was described and explained to them with some example videos. The Response of the children was very happy.
- Conducted street plays organized by kalajathara team in all 8 villages on the importance of RTE Act and Girl child education. These activities have spread a message to the villagers about the importance of RTE Act and especially for the parents who are against girl child education. Kalajathara team leader Mr. Raju and program members conducted the program in a local language which the village people are able to understand.



Life Stage III – Livelihood

GOAL

Increase the Income for the Youth between the age group of 15-24

OBJECTIVE:

- Youth are Employed/self-employed in non-exploitative environment by 2017-18
- About 70% youth got employment opportunity / Income Generation Activity with a respectable family income
- As a part to equip at least 70% of the youth with employable skills, PSS has initiated different activities.
- The youth club members of Abhaya Youth Club, Nagireddipalli has been actively participating in civic engagement activities. They have their own action plan and they are constantly representing the issues that are been identified by them at village panchayath meetings. Now Nagireddipalli village is free from child marriages which have gone down to

zero percent. The Youth members have identified the bore well holes which are unused and closed them with stones in order to prevent the children from falling into the holes. This initiative has been appreciated by the villagers and assured their support for the club members in village development activities

- Skill based training on tailoring at YRC center. Project had given the opportunity for 40 girls to learn Tailoring through skill based training programme in DAKSH centre in Rachanapalli village. Through this programme youth girls are able to support their family and their personal needs.
- Conducted Knowledge bulging sessions to the adolescent on all aspect of Reproductive child health (RCH) program for the 40 adolescent girl children in the Project level. In this program Mrs.Shivamma LS3 Coordinator from PSS Karidi presented the class for the children about their personal hygiene during the through this program we made the adolescents to know about the care and precessions to be taken during the time of their Menstruation and pregnancy. They were also awarded about the deceases that will be affected if they don't care about themselves. The Response from them was good and also we clarified all their doubts and changes occurred among them.
- Organizing Annual Youth Festival. Youth participated in various competitions like volleyball, kabaddi, tennycot and Kho-Kho. The bubbling enthusiasm exhibited by the participants has been tremendous. The prizes were distributed to villages, which were followed by various cultural activities like singing and dancing. Meriotirous 10th class and intermediate studying enrolled children has been presented with certificates files.
- Conducted Summer camp to boarding children. 40 boarding school children from all 8 villages will visit Lepakshi, Anantapur District in the state of Andhra Pradesh in South India. Children have visited lord Shiva temple and Nandi. It is the best place for exposure bringing all the boarding school children at one place. Children had fun while learning and gaining knowledge from the exposure visit.
- Scholarship support has been provided to LS2-23 enrolled children and LS3 – 104 who are studying 10th class, Intermediate and degree. Verification has been done for all the children and collected all the documents.
- Conducted meetings on gender disparity and consequences of child marriages to LS 2 & youth. Meeting has been organized on gender disparity and



consequences of child marriages to youth.

- Conduct Cricket tournament among all youth. In its continuation of its efforts enthusiastic youth of 4 village teams were invited to begin league cricket matches under able guidance of our Project staff. Taticherlasurpanch inaugurated the tournament. Four league matches were started from which the winners were moved to semi-finals. Taticherla, Kodimi, Somuladoddi&Gotukuru youth teams reached the semi-finals. Finally Taticherla&Kodimi youth teams reached the finals. Taticherla Youth has emerged champions
- Distributed All-in-one guide to 40 youth of 10th class and Intermediate students.

Sponsor Relations

- Conducted sponsor day celebration in cluster level in our project area. This program was one of the enjoyments for the sponsor children in our working area. All our sponsor children could participate in this event because we done in the cluster. We explained the importance of the celebration and why we are planned to conduct in cluster level.
- Conducted Creative & Innovative letter writing competitions. Introduction & welcome for the Participation. Letter writing Competition (1) How to write quality Letters (2) Current event happening in the village (3) Family events(Birthday, Marriage, Occasions & etc.,) (4) What should not write in the letters and common mistakes which are seen in the letter. Drawing Competition –(1) Transportation in the village (2) Drawing on school environment (3) Communication facility (4) Water facilities



CHILDLINE - 1098 District Sub-Centre

PSS established CHILDLINE District Sub-Centre covering 10 Mandals of KadiriTaluk. CHILDLINE is India's first 24-hour, toll free emergency phone outreach service for children in need of care and protection linking through long-term services for their care and rehabilitation. Any child and concerned adult can call 1098 and access the CHILDLINE service any time of the day or night. At present one Team Leader and 4 Team Members are working in Kadiri Urban & Rural, ODC and GandlapentaMandals.

- 298 Calls received by CHILDLINE Sub-Centre, Kadiri during 2017 – 18. The category of the calls are shelter, restoration, sponsorship, medical help, child abuses, child sexual abuse, child marriages, missing children, ran-away children, abandoned children, corporal punishments, child labourers, dropouts, begging, trafficking, etc.,
- 236 interventions by CHILDLINE Sub-Centre, Kadiri. The category of the calls are shelter, eve teasing, re-enrolment, domestic violence, sexual abuse, education support, mid-day meal, child selling, restoration, child labour, pornography, child marriages, missing children, violation of RTE Act, health related calls, abandoned children, corporal punishments, child labourers, rape, kidnap, physical abuse, neglected children, eloped, begging, etc.,

CHILDLINE SE DOSTI EVENT (CSD)

CSD Event organized for one week from 13/11/2017 to 20/11/2017. Variety of activities were carried out during the CSD Event.

- Press Meet
- SurakshaBandhan by Children
- Signature Campaign
- Awareness program on online safety / cybercafé based awareness
- Awareness program on drug abuse
- Conduct awareness on CHILDLINE Services at bus and railway stations
- Screening Komal video at schools / communities

Construction of IHHLs under Swachh Bharat Mission - Gramin

To address the issue of hygiene and handing over to the beneficiary at the household level, the Government has taken a policy decision to implement “**Swachh Bharath Mission (Gramin)**” to make villages open defecation free by constructing individual household latrine to each household.


Key objectives

- Improving the quality of life in rural areas through promoting cleanliness and eliminating open defecation by 2019
- Motivating communities and panchayatraj institutions to adopt sustainable sanitation practices
- Encouraging appropriate technologies for sustainable sanitation
- Developing community managed solid and liquid waste management systems.

As per the MOU, PrajaSevaSamaj voluntarily has been taken Odulapalli Gram Panchayat of TalupulaMandal and constructed 250 IHHLs. Ensured & adopted community led and community saturation approaches focusing on behavioural change with emphasis on awareness generation, triggering behaviour change and demand generation for sanitary facilities in houses.

Over a period, the organization has built a committed team of social activists, specialists in different fields, and grass root volunteers in targeted villages. The organization lies in its ability to work with minimal resources, at the lowest possible cost, with minimum infrastructure. This has been the key to the sustainability of its various activities.

Over and above these programmes, PrajaSevaSamaj has in the year leaped from strength to strength in all its programmes. On behalf of Governing Board members, I would like to take this opportunity to sincerely thank all our funding partners such as ChildFund India., Govt. of India, Govt. of Andhra Pradesh, CHILDLINE India Foundation and others. I would also like to thank each and every member of our staff for their committed services.



Place: Kadiri
Date:

(K. RAJ GOPAL REDDY)
General Secretary